

Leon County
Tourist Development Council

**ADVERTISING AND PUBLIC RELATIONS SERVICES
ANNUAL PERFORMANCE REVIEW**

Fiscal Year: 2003/2004 Evaluation Period: 10/1/03 - 9/30/04

Advertising Agency: The Zimmerman Agency

Public Relations Agency: The Zimmerman Agency

SCOPE OF WORK

Advertising

The Contractor was evaluated on the ability to conduct advertising/promotional programs to promote Leon County as an ideal sports, business, convention, vacation and travel destination. The scope of services shall include, but may not be limited to the following: market analysis; establishing advertising program goals; determining advertising strategy, development of media plans; determining an advertising program budget; providing creative layout and design of brochures; providing for print media ads and electronic media ads; providing for tourism trade advertising; providing for advertising consultation and implementation of appropriate strategic bartering and cooperative programs in accordance with the requirements of the Leon County RFP# BC-11-01-01-49 and contract number _____.

Public Relations

The Contractor was evaluated on the ability to conduct public relations programs to promote Leon County as an ideal sports, business, convention, vacation and sports travel destination. The scope of services shall include, but may not be limited to the following: market analysis, establishing public relations program goals; determining a public relations strategy; development of a public relations media plan; determining the public relations budget; providing for creative layout and design of print materials including flyers, posters, brochures, press kits, & specialty items etc; providing for video production, photography; providing for FAM tours; providing for clipping/tracking services; and providing for public relations consultation and implementation of strategic barter and cooperative programs in accordance with the requirements of Leon County RFP# BC-11-01-01-48 and contract number _____.

The following was rendered for said services for the time period outlined above:

Advertising Services	Public Relations Services
<u>Satisfactory</u>	<u>Satisfactory</u>
Unsatisfactory	Unsatisfactory

I hereby certify that the above performance review was approved by majority vote of the Leon County Tourist Development Council, on July 20, 2004.


_____, Chairman
Leon County Tourist Development Council

Date 9/9/04